

PRINTING

The Standard maintains a first-class Job Department and is equipped with up-to-date machinery and type to handle every class of Commercial and Society Printing with promptness, accuracy, and a reasonable price.

THE STRATHMORE STANDARD

AND BOW VALLEY

An Independent Newspaper, circulating throughout the Western Bow Valley. It is the news and advertising medium of the following points in the Bow Valley: Ardenode, Baintree, Carseland, Chancellor, Cheadle, Dalemead, Dalroy, Iricreana, Keoma, Langdon, Namaka, Nightingale, Standard, Strathmore, Rockyford, Rosebud, Tudor, etc. Official organ of M. D. Keoma, No. 249. and M. D. Grasswood, No. 248.

Is Your Standard Paid Up?

Month and year of expiration is shown with your address. Thus, May 22, indicates that your subscription expires May 22nd. Pay in advance. Post-regulations require this.

VOL. XV, No. 4

Strathmore, Alberta, October 24th, 1923

Subscription per Annum, \$2.00, Foreign \$2.50

131 Bushels of Oats to the Acre

And On Stubble Too

A great yield is reported by L. A. Phillips from Carseland district, where Ray Thomas, threshed out an average of 131 bushels Victory oats on 17 acres stubbled in. Mr. Thomas' wheat, also yielded 250 bushels on 60 acres stubble, an average over 41 bushels to the acre.

Fred Dalton, northwest of Carseland harvested 15,000 bushels wheat of 300 acres, an average of 50 bushels to the acre.

COMING EVENTS

The ladies of the Anglican Guild are holding a Bazaar Sale on Saturday, October 27th, at Barber & Craddock's store. 2410-4

A Halloween Pie Social and Dance will be held at the Orange Valley School, October 26th. Attractive amusements and good three-piece orchestra. Everybody welcome. 2410-4

160 acre homestead at Raven, Alta., clear title, worth \$10 per acre, and a car worth \$600, to exchange for stock cattle. G. W. Myers, 815, centre street Calgary.

Notice to Citizens FIRE PREVENTION

The Mayor and Council of the Town of Strathmore shortly request all householders to have their premises thoroughly cleaned up, and stove pipes, chimneys, furnaces, etc., examined and thoroughly repaired before winter sets in.

Many fires are caused by neglect or carelessness, and every citizen should do his or her best to secure prevention of outbreaks.

A Government Inspector will be in the district shortly and anyone whose premises are found unsafe will be dealt with according to law.

F. R. LILLY,

31-10-11 Secretary

WAR MEMORIAL HALL

Strathmore, Alta. Accommodation for 500. Every Convenience for Meetings, Concerts, Dances, Etc.

For rates and bookings apply J. Swanson, manager, J. Mackenzie, secretary.

Blazing Red-Headed Double-Barreled Action!

The thrill of your life! HOOT GIBSON in "DOUBLE DEALING"

A Universal Picture "The Pleasure Is All Yours"

MEMORIAL HALL Saturday, October 27 POPULAR PRICES

Saturday, October 20th

The Liquor Plebiscite and Preferential Vote

Issued by Authority of the Alberta Government.

For the first time in Alberta, the preferential ballot or, in other words, the transferable vote system, is to be used in a province-wide election, on the occasion of the referendum on the liquor question on Monday, November 5.

As is well-known, there are four questions on the ballot paper. The voter must not use the X ballot, but should place the figure 1 opposite the proposal he wishes to become law. Then he should place the figure 2 opposite his third choice, and so on. Though voters are entitled to "plump" for one question, or to vote less than the full number of choices, the government urges them to vote their full number of choices. Only in this way can the voters obtain the full value of their vote.

The following statement is given as an explanation of the use of the transferable vote:

The keynotes of our system of government is "The Will of the Majority Shall Govern." How shall the will of the majority of the electors be ascertained? By their preferences expressed by their votes.

Where there are only two questions before the electors, it is an easy matter to get a clear majority, and the use of the X method. If every elector has to vote for one of two questions he has but one choice, and when the votes are counted only the other of the questions will be likely to have over one-half of the total votes cast, and will be declared carried, as expressing the will of the majority which all must submit to.

The present method of marking the ballot with an X is adequate for the purpose of showing the voter's choice out of two only. Any other mark, letter or figure would answer the purpose equally as well. So long as the votes cast at an election can be assembled in two piles, one at the other is almost certain to contain more than one-half of the votes cast, and the will of the majority is thus ascertained.

Transferable votes with the X method of voting when there are more than two questions before the electors, with one question to be carried and no question receives a clear majority of all the votes cast. If the electors have to make a choice out of three questions there will be three piles to fall into. If one or three electors vote more than the other two, that is more than half of the total ballots cast, the will of the majority is clearly ascertained, and the choice of the electors is thus ascertained. But if the votes are about equally divided among the three questions, and no question has a majority, then the question is referred to the electors. If all the electors were called to either into one large hall to decide by a show of hands which of three questions should be carried as law, the chairman of the meeting would declare this question defeated, having only two in the majority. A show of hands would next be called for by the chairman of the meeting would declare this question defeated, having only two in the majority. Now the electors who had cast their first choice the defeated question would still have a right to vote for (Continued on another page.)

Wheat Pool Goes Into Operation

The Alberta Cooperative Wheat Producers' Ltd., under which name the Alberta Wheat Pool is officially known, has given notice that they will commence taking grain on October 29. After that date all shippers of the pool must have to ship through the pool.

Arrangements have been made with the majority of the elevator companies of the Province to handle the grain of the pool.

The initial payment will be 75c per bushel for the pool.

Chester Elliott, formerly of the United Grain Growers, is Pool Manager and D. L. Smith, also of the U.G.G., export manager.

The announcement comes at the close of a long series of conferences which have been held at Calgary, Regina and Winnipeg, during the past six weeks.

The election of permanent trustees for the Wheat Pool will be held in November, and members of the Pool have all been notified.

The ballot will be by postcard. A list of the present members of the pool is furnished to each member to assist him in making a choice of trustees.

INTERESTING FORD DEMONSTRATION

Much interest was aroused by the visit of Strathmore of the Ford Cars, consisting of various Ford products. While many farmers were kept on their fields through threshing operations, there was a good attendance throughout the day.

The demonstration took place at the C.P.R. Demonstration Farm, where cars were thrashed from morning to noon by a Wood Bros. 21 x 36 separator operated by a Fordson tractor. A tractor and truck were also employed to haul the grain, while another tractor was engaged in plowing, with a two-bottom Oliver jump cultivator.

Other products of the Ford factory included an eight-cylinder Lincoln car, a Ford truck, 2 ranges, sedan, and touring car, and cultivator.

The trucks were all equipped with the Fordish long-spoke axle, which enabled them to haul their loads without the soft soil on the wheels. The trucks were said to be operating on a million and a half of berries per hour.

Seven men were with the cars. The demonstration was a very successful one, and demonstrated the ability of the Ford cars to handle the heavy crops that are being raised on Alberta farms this year.

Leaving here on Saturday morning, the caravan made its way to Calgary, and this week will travel north of the city.

REDUCED FREIGHT RATE TO THE COAST

Pursuant to the recent decision of the Railway Commission, the freight rates on grain shipped to British Columbia ports will be reduced to percent, commencing Monday, October 29.

The rate, formerly 25 cents per 100 pounds, is now 21.2 cents per 100 pounds.

Since threshing opened a considerable amount of grain has been coming west, and the new rate will tend to increase this amount.

Threshing Interrupted

After a long spell of fine threshing weather, rain fell on Monday, but operations again commenced today.

The spell of fine weather has been a great boon to the farmers, the crop being so high and straw so hard to handle this season. Even now the estimates of the crop remaining to be threshed vary from 25 to 50 per cent of the total crop.

Elevators Full

Nearly every elevator in the district is full to capacity, and last week some had to suspend operations owing to shortage of cars. At Standard elevators had to refuse to take grain until more cars came in.

Wheat still continues to go between 50 and 60 bushels, as reports we have received indicate. Unless weather had halted there are few crops under thirty-five bushels would be a fair estimate for the district as a whole.

Jim Harwood reports an average yield of 45 bushels per acre on 200 acres at his place near Strathmore. Mrs. Smith's on 200 acres averaged 39 3/4 bushels with 10 per cent. loss. Z. Grimshaw averaged 30 bushels with 15 per cent. loss. Mr. Sear on 300 acres averaged 37 bushels with 15 per cent. loss. A. J. Ackerman on the Schumann Farm, averaged 37 bushels with 15 per cent. loss. Mr. Sear on 300 acres averaged 37 bushels with 15 per cent. loss. Mr. Sear on 300 acres averaged 37 bushels with 15 per cent. loss.

W. L. Gilbert averaged 43 1/2 bushels on 20 acres. Harry Groves averaged 40 bushels on his summerfallow.

Some of the foreign leg cases show that the sandy loam close to Strathmore will produce very abundantly, when conditions are favorable, notwithstanding a superabundance of the country.

WHERE THE WHEAT GOES

During the fiscal year 1922-23 Canada exported to the United States only 14,215,000 bushels, as compared with 42,324,000 bushels in 1921-22. On the other hand our exports to the United Kingdom have risen from 73,985,000 bushels in 1920-21 to 100,000,000 bushels in 1922-23. In addition to this there has been a decided growth in our exports to other foreign countries.

Cheadle Notes

Mr. and Mrs. J. W. Gray, of Calgary spent a few days during the past week at Mr. Stone's and Grant O'Leary's.

Mr. Mitchell, ex-school teacher, attended the teachers' convention at Calgary this past week.

Miss Hilditch, teacher at Philip's attended the teachers' convention on Thursday and Friday last week.

Mr. Scott, organizer of the Red Cross, was a visitor in town one day last week.

The trail riders are putting on a drive for funds and are selling shares for the boys' work of Alberta. Give them a boost everybody, for they are continuing in type. "Double Dealing" is an original story written especially for the star.

"DOUBLE DEALING"

Two leading ladies of note support Hoot Gibson in his latest Universal attraction, "Double Dealing," which comes to the Memorial Hall on Saturday night. The two Helen Forman and Betty Francisco, both of whom have demonstrated their ability in numerous past successes and who are vividly continuing in type. "Double Dealing" is an original story written especially for the star.

Moderation Meeting Tuesday, Oct. 30

A meeting under the auspices of the Moderation League will be held in the Memorial Hall on Tuesday evening, Oct. 30, at 8 o'clock. The speakers will be Mr. J. L. Smith, K.C., Calgary, and Mr. Hugh Farthing, also of Calgary.

The date of the meeting was announced last week as Monday, but was changed so as not to conflict with the anniversary supper and concert in the Union Church.

Both the speakers are well-known and eloquent, and Mr. Smith was the Conservative candidate for East Calgary in last Federal election.

Details will be found in our advertising columns. The meeting is open to all, and everyone is welcome.

A GENTLEMAN ADVENTURER DIES

The death took place on Tuesday at the advanced age of 78 years, of Mr. William George Bligh, of Toronto. The deceased had been for some months on a visit to his son-in-law, Mr. Eric Vidal, near Cheadle.

He was taken ill when on the farm and sent to Calgary General Hospital, where he died. The funeral took place at Strathmore on Sunday, being conducted by Rev. A. D. Currie in St. Michael's Church, and interment took place in Strathmore cemetery.

The late Mr. Bligh was born in Ireland. For 35 years he was a civil engineer in the public works department of India, and for the last 15 years has been a resident of this country. He was called in at the time the C.P.R. were preparing a preliminary report on the irrigation block in the west, to give his services as an expert. Besides his widow, he was being survived by three daughters, all of whom live in Toronto.

The late Mr. Bligh was of an adventurous disposition, and despite his age worked in 1916 on a cattle boat and shipped his way across the Atlantic. Afterwards he wrote a magazine article on his experiences, and also published it in pamphlet form. This summer he came out west on a harvest tour, and despite his age, did a lot of work on his son-in-law's farm.

UNION CHURCH ANNIVERSARY SERVICE

In connection with the Anniversary of Strathmore Union Church, special services will be given on Sunday, October 28, both morning and evening. Rev. A. Rennie preaching. A special musical programme will be rendered.

On Monday evening, October 29, the annual children's supper will be served, followed by a concert.

Namaka News

At a meeting of the Namaka Local U.F.A., held on Saturday evening at the home of Mr. E. F. Wheeler, the question of having local representation on the Wheat Pool delegation was discussed and approved.

The meeting was unanimous in the opinion of Mr. E. F. Thorsen, who will represent the district.

Mr. Thorsen is farming extensively and successfully east of Namaka, and is thoroughly conversant with the grain business.

He is an active member of the U.F.A. local, is chairman of the local division of the U.G.G., and has been elected public spirited citizen. He has acted for eleven years as trustee, secretary-treasurer, and chairman of the Wheat Pool District, is councillor of the Blackfoot, M.D., has taken active part in Red Cross work, and on drives for Victory bonds, Red Triangle and Wheat Pool canvasses.

Members of the pool are therefore encouraged to elect Mr. Thorsen to the name on the ballot card, and forward same to the proper quarter.

ROSEBUD NEWS

DR. JONES DIED SUDDENLY. The death took place on Monday, October 22, at 9 o'clock, of Dr. Richard Jones, a large landowner in the Rosebud district. Deceased apparently passed away in his sleep, being found dead in bed. The cause of death is presumed as heart failure.

Deceased had been a visitor to the district at various times during the past twelve years. He had been here since this year, and was intending to leave after threshing.

He was a professor of Harvard College, and was also a trustee of Grinnell College, Iowa. A brother, Dr. Grinnell Jones, is professor of English Literature at Lincoln, Nebraska.

Deceased was 67 years of age, and has been active in development work in this district. Much sympathy is felt with his widow, Mrs. Richard Jones, Cambridge, Mass., to whom the sad intelligence was wired. The news was well known through the district, and much loved and respected, and the news of his death, was received with great regret.

The Ladies Aid, of the Rosebud United Church held the annual election of officers last Thursday. The following were elected: Mrs. Homer Jones, president; Mrs. Charles McBrine, vice-president; Mrs. Defoe, secretary; Mrs. E. F. Thorsen, treasurer. The Aid at the church the Saturday following the American Thanksgiving. A jolly good time is assured, so come everybody.

Mrs. W. E. Pugh has gone to the Rockyford Hospital to have her hand treated.

Frank Campbell was a week-end visitor at his parents', Mr. and Mrs. J. C. Campbell.

Mr. and Mrs. F. H. Popham left Monday for their old home in Kinsdale, N.S., where they will again make their home. The community loss good people and workers in their leaving, and are sorry to see them go. Mr. Popham has been manager of the present Star ranch for the past two years.

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WE ALL WOULD

A buyer recently walked into a garage and said to the proprietor, "I would like to see a first-class, second-hand car." "So would I, brother," smilingly replied the proprietor.—The Vancouver Sun.

Still, anybody who could think up a \$100,000 peace plan could think up a crazy song and make more.—Vancouver Sun.

GRAIN BURNS

Cigarette is Cause

Between 1100 and 1200 bushels of grain was destroyed by fire at Mr. Harry Gibson's place near Cheadle. The fire is said to have originated from a cigarette thrown down by one of the harvest hands who was taking a smoke by fence. As the threshing crew and growers were several miles away it was difficult to get a help. The grain was a time hard to fight the fire alone. The neighbors, however, rushed to the rescue and gave valuable assistance.

AN EXPLANATION

Dear Sir: Strathmore Standard.

In last week's issue you report the quashing of a coalition against Mr. Laurie, of Carseland. You make it appear that he was rejected twice before Mr. Laurie and myself. That is a mistake. The April convention was at Carseland, and I understand was not in order, thereby upsetting our decision here.

Yours truly,

Strathmore, October 22, 1923.

W. Vickery

CHEVROLET

Never before has such value been offered. You cannot afford to overlook the Chevrolet when making your purchase. Now we are including cord tires, nickel-plated radiator with cross bar, Alomite system, and at the lower price, \$870, delivered, roadster or touring, Strathmore. Chevrolet bodies all Fisher built—the hall mark of quality.

H. W. B. BELL

Chevrolet and Dodge Dealer, Strathmore.
Cars Sold on Terms (G.M.A.C. Plan) To Reliable Parties.
Dealer in Westinghouse Radios and Radio Supplies.

DO IT NOW

Reduce your coal bill, and make your home more comfortable by putting on Storm Sash and Doors.

Let us have your requirements NOW, as special sizes must be made to order, for special sizes measure opening, or outside of sash.

CROWN LUMBER CO. LTD.
Yards at Strathmore, Irricana, Rockyford, Langdon.

THE KING EDWARD HOTEL

has Housekeeping Apartments for Rent at very reasonable rates. Steam heated, hot and cold water, etc.

THE KING EDWARD GRILL

Strathmore's best restaurant. Good meals and service at reasonable prices.

King Edward Hotel & Grill

Hear The

MODERATION VIEW

as it will be presented at
STRATHMORE

in the War Memorial Hall

TUESDAY, OCTOBER 30th

at 8 p.m. by

E. V. ROBERTSON

HUGH FARTHING

AND OTHER SPEAKERS

Everyone Welcome and Questions Invited

STRATHMORE MODERATION COMMITTEE

Counter Check Books.

We handle the famous McAskey System. Every book guaranteed. Prices equal to any quoted, deliveries prompt. Service unexcelled.

Do not place your order for Counter Check Books with travelling men. Keep the commission at home.

Strathmore & Bow Valley
Standard.

THE STRATHMORE AND BOW VALLEY
STANDARD
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Terms—Cash or transfer adv. cash with order. Contract ad. accounts due 1st of month following insertion. Charges of advertisements must reach this office not later than noon each Monday.

Notices of entertainments, meetings, sales etc., at which admission is charged, articles sold, or a collection taken, with the exception of actual church services, will be charged for at regular advertising rates.

The Publisher is not responsible for opinions expressed by correspondents.

How to Vote On the Plebiscite

We would particularly draw our readers' attention to the advertisement and article, issued under authority of the Alberta Government, in this issue of the Standard. These give an explanation of the preferential vote system.

This explanation is given as a result of an interview between Frankie Greenfield and Attorney-General Aikman and a delegation from the Alberta Pross Association. The delegation pointed out that the system of voting to be used in the forthcoming plebiscite was new to the electors, outside of those in the city of Calgary, that both Moderationists and Prohibitionists were giving their own explanations as to the method of voting, and that even an explanation given by a newspaper editor would probably be taken as biased. Therefore, the delegation argued, the Government should issue an official explanation of the vote. The Premier and Attorney-General agreed to do this.

One important point to be noted is that the Government wishes the voters to express their preference on each question on the ballot, and not for one or two only. It is clearly shown that the voting for other clauses does not impair the value of the first choice. If the first choice has more than fifty per cent. in its favor it carries. If not, the voter who has exercised his vote on all clauses is still a factor in determining the legislation to be implemented.

It will be remembered that the genesis of the present plebiscite was a petition signed by 51,000 voters or thereabouts, calling for a vote under the direct legislation act on the licensing of hotels and other places to sell beer. This made a plebiscite necessary. However, in preparing to submit the vote to the people, the legislature took into account that there were many people who were neither in favor of the present legislation or of the proposed legislation, and that as a plebiscite was necessary, it would be better to get a full expression of opinion at no additional expense. Therefore clauses "C" and "D" were added to the ballot.

Legislation will be necessary to bring the plebiscite decision into effect, and the legislature will be guided in framing this legislation not only by the first choice, but by the other preferences expressed.

Above all, the Government wishes to get the opinion of as close to 100 per cent. of the people of the Province as is possible, and everyone who is entitled to vote should make sure that his or her name is on the voters' list, and turn out to vote on November 5th.

The great experiment is launched. The Wheat Pool commences business on the 28th.

When E. V. Wood turns himself loose on E. W. Fournier, on the 28th and 29th Review, in the columns of the "UFA" he shows he can shake a mean pen.

The cold weather of Monday may have brought to a conclusion one of the longest spells of fine weather in the remembrance of Albertans. There has only been a break at one day's stop, since the first of September. A few years like 1923, and the Garden of Eden would have nothing on Alberta.

The good crop conditions have brought along the usual flocks of book and magazine canvassers, and other itinerant peddlers. All sorts of propositions are being brought to the door-step. Before buying remember that you pay for the canvasser's expenses when you buy, and very likely you can buy the goods cheaper, whether they are books, magazines, or motor cars, through your own dealer at home.

Developing the West

—O—

At the commencement of the Imperial Conference now in session in London, the British Government made an offer of the loan of money to the various colonies and Dominions, at a low rate of interest for the purpose of encouraging development of development schemes, such as hydro electric power etc. The only thing attached to the proposal was that the money used in these schemes be purchased in Britain. For several of the Canadian representatives, Sir Lomer Gouin, was reported as follows:

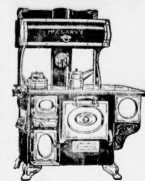
"Sir Lomer Gouin observed that Canada was becoming an industrial as well as an agricultural country. Canada was pretty well provided for at present with such public utilities as harbors, railways, and electric light plants, to which the proposals were more particularly referred. Further, it would be a little difficult to promise unconditionally that orders for equipment would go to the British manufacturers, as Canadian manufacturers, more naturally, want a chance. The Canadian Representatives recognized the spirit in which the offer had been made and would consider it carefully."

The offer made by the British Government is one that would appeal strongly to Western Canada, where we are suffering as a result of lagged development, agriculturists having been pushed to its limit, while the development of industry has been retarded by lack of capital. Western Canada can never be really prosperous until she has a home market provided by industries using our own water power and coal. There is no market in Canada at present for the greater part of our agricultural produce. The nearest approach to it is Great Britain, which takes three-fourths of our wheat and large quantities of other grains and foodstuffs.

Western Canada is in the position at present of selling to Great Britain, and at the same time being prevented from buying goods in return by a tariff imposed for the benefit of Eastern Canada, which does not buy our produce. This state of affairs cannot continue. We have to encourage our customers, or they buy from us. The more we buy from Britain, the more she will buy from us. The Vancouver outfit provides us with an excellent method of transportation between the two countries. Wheat from Canada can be shipped to Britain the year round by that route, and British goods shipped back, thus reducing freights both ways. But the Canadian tariff interferes there. The development of industry in Canada would also be fostered by the adoption of the scheme advanced by the British representatives in the Imperial Conference. Britain is looking for a place for her surplus man power within the British Empire. If capital was available for industrial development, men would be needed to handle that development. Britain's surplus at present is in mechanics, not in farmers.

There is a timely voiced desire by Eastern Canada politicians to make Canada independent. This has been particularly evident in the last parliament. If it comes to a show down, Western Canada would, we believe, be more pleased to remain a constituent part of the British Empire than an annex to Eastern Canada, which in world position would only rank as a fourth or fifth rate power.

The two great branches of the Anglo-Saxon races are Britain and the United States. The better our relations, economically and socially, are between these two countries, the better it will be for ourselves. At present the States are exhibiting a rather compromising attitude with regard to tariff, but Britain has the desire to encourage Canadian development. An acceptance of Britain's offer and a reduction or elimination of the tariff on British goods would stimulate a similar attitude from the United States, and would work good all round.



Stoves Ranges Heaters

When winter comes you want to be sure of your heating equipment. Old heaters are wasteful of fuel, and are dangerous. Inspect our big stock, with a Coleman Quick-Lite Gasoline Lamp. A clear white light, dependable, economical, safe.

Strathmore Hardware

Phone 54 A. B. Foote

IT will be ones pleasure to support the administration of Government Control of all liquors—it will not only bring a revenue which will be of great value to the Province, but it will also have the effect of furthering the general morality of the people.

PROHIBITION HAS

increased enormously deaths from alcoholic poisoning.
Increased alcoholic patients in hospitals.
Switched men from beer drinkers to hard liquor.
Closed the saloon but inaugurated home brewing and home drinking.
Failed to bring the great prosperity promised by the prohibitionist.
Brought about wholesale disrespect for the law.
Caused poisonous death dealing drinks to be made and promiscuously sold.
Brought about wholesale bootlegging and illicit selling of impure liquors.
Brought about speakeasies for the sale clandestinely of liquor.

Vote 1 for Clause D—Government Control.
DON'T BE CAUGHT AGAIN

Long Distance Telephones in every room. Running Water Private Baths.
When in Calgary Stay at the
VALE HOTEL
opposite C.P.R. Depot
CALGARY, ALBERTA
The House of Comfort, Courtesy, Cleanliness.
Fred R. Phillips, Mgr. Chas. Trautweiser, Prop.

WHO IS "THE WONDERFUL HEROINE?"

The amazing life story of "The Wonderful Heroine" in the Family Herald and Weekly Star of Montreal, is creating intense interest in every part of Canada. "The Wonderful Heroine" is a young and lovely woman of tragic history whose picture in color is being given free to subscribers of the Family Herald and Weekly Star. A subscription of two dollars is little enough to pay for a whole year's subscription to this greatest of all farm and family journals, and with a magnificent picture thrown in, the value is superlative.

Look up the label on your subscription and see if you are paid up. The figures after the month are the last two of the year to which you are paid.

New Lamp Burns 94 p.c. Air

Beats Electric and Gas

A new oil lamp that gives an amazingly brilliant, soft, white light, even better than gas or electricity, has been tested by the U.S. Government and 25 leading universities and found to be superior to the ordinary oil lamp. It burns without odor, smoke or noise—no pumping up, is simple, clean, safe. Burns 94 per cent. air and 6 per cent. common kerosene (coal oil). The inventor, J. C. Johnson, 579 McDermott Ave., Winnipeg, is offering to send a lamp on 10 days' FREE trial, or even to give one FREE to the first user in each locality who will help him introduce it. Write him today for full particulars. Also ask him to explain how you can get the agency, without experience or money make \$250 to \$500 per month.

29-31-1

ROCKYFORD NEWS

Harvest Time

Is KODAK Time

Take a few pictures of your big crop being threshed.

Rockyford Drug & Confectionery Csy
THE REXALL STORE

M. E. TIFFIN M.D.

Physician & Surgeon

Phone 32 Day and Night Service

Rockyford, Alberta

NURSE RUTH ELLIOTT
A.R.N.S.

ROCKYFORD HOSPITAL

Rockyford

Phone 4

TUDOR UNION CHURCH

Sunday, October 28, 1923

Public Worship at 2 p.m.

Last Sunday there was a reorganization meeting of the Tudor Sunday School, which resulted in the following officers and teachers being appointed: Supr. H. R. Fray, Ass. Supr. Rev. J. H. Garden; Sec. Treas. Miss Lucy Leonard; Assistant, Miss Cora Holmes; Pianist, Miss Florence Helman; Assistant, Miss Margaret Fray; Teachers, adult class, Rev. J. H. Garden; young people's class, Miss A. Day; Intermediate dept., Mrs. Held; Primary dept., Mrs. R. S. Fray.

ROCKYFORD UNION CHURCH

Sunday, October 28, 1923

Sunday School 11 a.m.

Public Worship 7:30 p.m.

Please note the change of hour in the services.

J. B. MCGUIRE, L.L.B.

Barrister, Solicitor, Notary

Insurance of all kinds.

Money to Loan.

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Rockyford

FRED H. HUNTER

Notary Public

Fire and Hail Insurance

Phone 25

Rockyford

UNION CHURCH ANNIVERSARY

Rev. G. W. Kerby, D.A., D.D., will be the preacher at the Second Anniversary Service of Rockyford Union Church, to be held on Sunday, November 4th. Dr. Kerby is one of the most forceful speakers in the West, and was for some years on the Chautauque circuit. Services will be held at 11 a.m. and 7:30 p.m., and special music will be rendered.

On Monday evening the Ladies' Aid of the Church will give their annual Turkey supper. This will be followed by a musical programme, and an address, "Some Present Day Problems," by Dr. Kerby.

A large attendance is expected at both services, and at the Monday evening supper and concert.

The rapid growth in membership and

Rockyford Locals

Mrs. Wm. Payne is spending a few days at Rockyford Hospital, being treated for an abscess on the right hand.

Mr. and Mrs. C. V. Putnam, of Night, Ingle, are expecting the birth of a son at Rockyford Hospital on October 18th.

Mr. and Mrs. R. A. Dyson are also the proud parents of a daughter, born last week.

Don't forget the big Masquerade Dance on Halloween, in McCrell's Hall. The bachelor boys are making every preparation to ensure that every one has a real good time, so come along.

Rockyford Masonic Lodge on Thursday evening officially received R. W. Bro. James Holden, District Deputy G. M., of Drumheller. There was a large attendance of the brethren, and many visitors were also present from Strathmore, Standard and other nearby points, while several from Drumheller accompanied Bro. Holden. After the re-organization of degree work, short addresses were given by a number of the visiting brethren.

"Public opinion is unanimous that the D.C. Moderation Act is a failure economically, socially, and morally. Drunkenness and boot-licking have not been decreased by the measure."

—Vancouver Daily Sun

OBITUARY

The death took place at Redlands on Friday morning of Mrs. Margaret Anne McDonald, the cause being pneumonia.

Strength of Rockyford Union Church is a tribute to the personality of the pastor, Rev. J. H. Garden, who has won the affection, not only of his own congregation, but of people of all denominations in the district.

Baintree Notes

Mr. Hans Bruen, who has been here for the past two weeks looking after his various interests, has returned to his home in Washington.

In the immediate vicinity of Baintree there is pretty well considered, and although we have not heard of any of the fatalities which reported elsewhere, the district, as a whole, will be well up to the average.

Miss Francis Wynman was a visitor to Calgary last week, where she attended the teachers' convention.

A social will be held in the school house on Friday, October 26th, at 8 p.m. The Rev. John Gordon will deliver his well-known illustrated lecture entitled: "Jocund Sins of Lonesome Scotland." Songs and readings will be rendered by well-known artists and as the ladies of the committee are going to serve supper, you had better come along, and bring all your friends.

Patton Smith, Jr., of South Bend, Wash., is paying his annual visit to the home of his son and daughter-in-law, Mr. and Mrs. F. F. Smith. Mr. Smith reports the business on the Pacific coast is very good at present, and expressed himself as being highly delighted at seeing so many fine yields of wheat in the district.

We understand that Billy McMillan's crop was so good that after filling up his elevators he was compelled to fall back on the chicken coop.

In discussing the present price of grain, a comment was made by one of our farmers to say the other day that there wasn't an upturn in the Western Canada. Personally, we think that the woods are still full of them, for although conditions during the past four years have been awful, we are all busy making plans for the future instead of getting out, which we would do if it weren't the most optimistic people in the world.

Mrs. B. O. Wyman was a visitor to Calgary last week.

P. A. McLeelan also spent a day in the big city last week.

The many friends of Mrs. F. E. Wyman will be glad to hear that she has recovered from her recent illness.

Now that you have had your crop threshed out, tell us what it is going to be this winter? Pura and automobiles or overalls and milk cows. Never mind anyway, we have always got next year to fall back on.

Prohibition Meeting Held at Rockyford

Mrs. Corse, of Calgary, opened the Liquor Referendum in the Masonic Hall, Rockyford.

The speaker very pointedly told that clause "D" means the result of all the evils of the old law system in an intensified form. Flaming liquor raised up with tea, coffee, sugar, and drinks, and light lunches, gives to a responsibility that no man, woman, or child should ever carry, and increases the danger of our young people being educated to partake of strong drink. That this is the intention is perfectly clear from the published statement of Dr. Campbell, president of the Moderate League, in the *Edmonton Daily Herald*, of January 26th, in which he said of "D": "Prohibition is made for the sake of being up to a strength of 45 alcohol by weight. To be consumed on the premises. It is said for selling beer to be known brewers and owners of approved premises, tea, coffee, cream, fruit, drinks, and bath facilities, and so on, and such premises to be conducted strictly under government regulation."

"This 'D' means the return to a law system is perfectly plain when the cause says 'beer to be consumed on licensed premises.' What was the old law but licensed premises? That is the old trading system would be revived in a more dangerous form to exist in any thinking person."

In the course of her address Mrs. Corse said that in travelling over the province, she found that the law was being successfully enforced in many centres. We must not judge the success or failure of the law by some particular wet spot that we may know, I agree that the law is not 100 per cent. successful; but what law is?

There is a law in the province against smoking, but because there are infractions on this law no sane person would argue that it should be repealed. If we were out to reach the law that is our business, not that we would have to repeal every law of the statute books.

Quoting from the Vancouver paper, the speaker stated that government control does not do away with law in respect to bootleggers.

In an editorial in the *Vancouver Daily World* we read: "Businessmen, farmers, thugs, and all the parasites which thrive in the maw of the underworld of the parties come are fostered by the policy now in force. The epidemic of murders and assaults which B. C. is suffering from is a part of the penalty we are paying for the present system. Calculations show that bootleggers in this province handle as much as the government stores."

A great deal of interest in prohibition was displayed by those present, and so anxious were they to get behind this issue that a number of them

(a) PROHIBITION—Meaning thereby a continuance and development of the present liquor legislation; that is, meaning the abolition of the sale of all liquors excepting for strictly medicinal, sacramental, manufacturing and scientific purposes.

(b) LICENSED SALE OF BEER—Meaning thereby the sale of beer in licensed hotels and other premises as provided in the proposed Temperance Act.

(c) GOVERNMENT SALE OF BEER—Meaning thereby the sale of beer by or through government vendors for consumption in private residences under government control and regulation, other liquors to be sold through doctors' prescription for medicinal purposes.

(d) GOVERNMENT SALE OF ALL LIQUORS—Meaning thereby the sale of all liquors by or through government vendors, beer to be consumed on licensed premises and in private residences; wines and spirits to be purchased in limited quantities under permit issued by the government, under government control and regulation.

In an editorial in the *Strathmore & Bow Valley Standard*, October 17th, we read:

"The expressed expectation of the supporters of Clause 'D' is that it will be effective in reducing drunkenness by popularising the sale of beer."

SASKATCHEWAN—Steady decrease in yearly consumption for drunkenness—1914, under government control, 1,062; 1921, under prohibition, 708. Why do the supporters of clause "D" talk so much at random and not back up their statements with facts and figures?

ROCKYFORD PROHIBITION CAMPAIGN COMMITTEE

CANADIAN NATIONAL RAILWAYS

Sailings For All Steamship Lines Are Now Available

Xmas and New Year in the Old Country

SLEEPING CARS

FROM VANCOUVER, EDMONTON, CALGARY, SASKATOON, REGINA AND INTERMEDIATE POINTS, CONSOLIDATED AND OPERATING

SPECIAL TRAINS

WINNIPEG TO HALIFAX

First Train	Second Train
DECEMBER 8 from WINNIPEG 5:50 a.m.	DEC. 11, from WINNIPEG 5:50 a.m.
DIRECT TO SHIPS	DIRECT TO SHIPS
SHIP FOR SAILING OF	SHIP FOR SAILING OF
S. S. "SAUBONA" DEC. 8th	C. S. "PITTSBURGH" DEC. 15th
To Queenstown, Liverpool	To Southampton, Cherbourg, Bremen
S. S. "O'DRIS" DEC. 8th	S. S. "CANADA" DEC. 15th
To Belfast, Liverpool	To Glasgow, Liverpool

THROUGH TOURIST SLEEPING CARS	
For Following Sailings	
S. S. Britain (Montreal) Nov. 24	S. S. Berlin (Halifax) Dec. 9
S. S. Annapolis (Montreal) Nov. 24	S. S. Pittsburgh (Halifax) Dec. 11
S. S. Annapolis (Halifax) Dec. 9	S. S. Annapolis (Halifax) Dec. 16
S. S. Canada (Halifax) Dec. 12	

FULL DETAILS FROM ANY AGENT CANADIAN NATIONAL RAILWAYS

When this issue that a number of them

and the enthusiasm of the ladies was such that they were able to prevail upon her to remain another day, and address a meeting at the home of Mrs. Walcott.

Speaking to the ladies, Mrs. Corse said: "We women of Alberta have no right to have the vote unless we are prepared to use it in the most intelligent of our country. We must have a mind of our own, for if we simply follow the dictates of our men folk, then our vote is of no value to us, for we would simply double the work of the returning officers without effecting the issue."

Low Prices of Ford Closed Cars Attract Heavy Buying

The unusual opportunity to secure a new Ford Sedan for \$695 or a new Ford Coupe for \$595 has created such a heavy demand that the few cars remaining of the small original allotment will likely be sold within a few days—some Ford dealers are practically sold out now.

We will not be able to get more of these cars, as factory production has ceased on these models.

Orders are being booked and deliveries made strictly in turn.

Consider the value offered—the time saved—the comfort and the convenience of having a closed car for cold weather.

Let us enter your order at once if you wish to get a Ford closed car at present prices.

Old Prices	Reduction	New Prices
2-door Sedan \$785.00	\$100.00	\$685.00
Coupe \$ 695.00	100.00	\$595.00

All Prices F.O.B. Ford, Oak

New Four-door Sedans and entirely redesigned Coupes will be brought out at a substantial advance in price.

F. W. GIBSON

FORD DEALER, ROCKYFORD,

FORD MOTOR COMPANY OF CANADA, LIMITED—FORD, ONTARIO

"THE STORE OF PERSONAL SERVICE"

Offers You This Week Some Further Attractive Values in Fall Merchandise.

Gent's Furnishings

See our window display of Stanfields and other makes of **UNDERWEAR** in fleece lined and Pure Wool.

Vests or Drawers, from \$1.25

Combinations, from \$2.50

Fall & Winter CAPS

In Tweeds, fancy and plain cloths, all very smart and dressy, from \$1.50

Boys' & Men's SWEATERS

Pullovers or Coat Styles, in very stylish colors, and pure wool. Boys' from \$1.50

Men's, from \$2.95

MACKINAW COATS

Strongly made of pure woolen cloths for really hard wear, from \$2.95

DON'T FORGET

Our Made-To-Measure Dept. for your Fall Suit or Overcoat. We save you real money and guarantee perfect fit and satisfaction.

WORK SOCKS

In woolen mixture & all wool, from 25c

WORK SHIRTS

Men's heavy flannel work shirts, G. W. G. make, comfortable & strong, from \$1.95

GROCERIES

Prime Ontario Cheese mild or nippy, per pound 32c

Corn Flakes and Post Toasties, 3 pkts. for 35c

White or Black Figs, 2 lbs. for 40c

Okanagan Tomatoes, positively the best

Best pack on the market, 6 cans for \$1.00

Corn, choice sweet, 6 cans for 95c

Pork & Beans, Libby's, 3 cans 40c

Carnation Milk, 6 cans for 95c

Silk Laundry Soap, Works well in hard water, 16 cakes for \$1.00

Lennox Soap, 21 cakes for \$1.00

Crosse & Blackwell's Meat Pastes, Turkey, Tongue, Ham & Chicken, Ham & Tongue, and Shrimp, class, 25c

Lobster Paste, 2 lbs. for 25c

MEN'S OVERCOATS

We have a splendid line of these and would invite your special attention to our heavy blanket cloth coat, leather-lined throughout, newest styles and a rare bargain at \$35.00

LEATHER VESTS

SHEEP-LINED COATS

Our stock is very complete, and are marked at prices which mean real saving to you.



TOBACCO

Amber Cut Plug, 1/2 lb. tin 55c

Senator Cut Plug, 1/2 lb. tin 75c

Ogden, fine or coarse, 1/2 lb. tin 65c

Royal Navy, 1/2 lb. tin 65c

Old Virginia, 1/2 lb. tin 65c

T. & B. Cut Plug, 1/2 lb. tin 85c

Orinoco, 1/2 lb. tin 85c

Repeater, 1/2 lb. tin 85c

Old Chum, 1/2 lb. tin 80c



Cut Brier, fine or coarse cut, 1/2 lb. tin 65c

McDonald's Brier, large plug, 8 1/2 lbs. 85c

Prince of Wales, 5 lbs. 85c

Bat Chewing, 5 lbs. 85c

Star Chewing, 5 lbs. 85c

DRY GOODS

Our window this week contains just a few of the many lines we stock in ladies and children's underwear.

We can fit the family at most reasonable prices.

LADIES' FALL COATS

We invite special attention to our stock, and a call will convince you that our prices are right.

Many styles to choose from and prices range from \$11.95

Ladies & Children's SWEATERS

Newest styles and colors.

Children's, up to \$2.45

Ladies', from \$3.95

LADIES' DRESS SKIRTS

In Tweeds, Homespuns, and Serges, from \$7.50

Ladies' Seteen Under-skirts, in all the fashionable shades, priced at \$2.50

Ladies' wool, all silk, an silk and wool hosiery, in the newest colors, from \$1.00

Pay Roll, 5 pieces for 65c

Liquor Plebiscite

(Continued from another page)

their choice of the remaining two. The result would be two piles of ballots with a clear majority for one of the questions.

The same result could be obtained by joining two elections under the S. C. method. At the first election each elector would vote for his choice of the three; at the second election the question receiving the fewest votes in the first election would be dropped, and all the voters would be given a chance to vote for their choice of the remaining two thus giving one or the other the necessary majority.

Such a method would be very cumbersome and too costly to adopt for a dozen consecutive elections might be necessary to select a winner where the questions were sufficiently numerous. Moreover, the same result can be obtained in a very simple and inexpensive manner. Note what the electors did in the two elections referred to. In the first they voted their choice of their first choice. In the second election those who had voted their first choice for the defendant question, voted their second choice. Thus the two remaining questions and their ballots went into one or other of the two piles and took part in the final result in expressing the will of the majority.

Now this result can be secured by each elector marking his first choice, his second choice, and so on in the number of questions and having the sensitive electors all over at once, so far as his part is concerned. The elector counts the votes, discards the rest, according to the instructions on the ballot. If the elector's first preference question is dropped as having fewest votes, his second preference shows which one of the remaining questions he desires his ballot counted for. If his second preference question is dropped his third preference shows what one of the three remaining questions he desires his ballot counted for. The counting official keeps transferring the ballots from one pile to another as indicated until there are only two piles left, one of which is almost certain to contain more than half of all the votes cast and is thus the expressed will of the majority.

At the coming plebiscite there are four questions and each elector is urged to mark his preferences in the limit. The exercise of choice develops intelligence, knowledge and judgment, and as this form of ballot is likely to come into general use the sooner the elector learns to use his right to vote to its fullest extent the better it will be for the elector and for the country.

BIBLE THOUGHT FOR TODAY

Like Thyreser mountain, will grow a forest of righteousness after rain.

A MORNING PRAYER—Create in me a clean heart, O God; and receive a right spirit within me.—Psalm 51:10.

DELIVERANCE—For he shall deliver the body when he shall: the poor also, and him that hath no helper.—Psalm 72:12

October 24

MAN'S BIRTHRIGHT—Thou under him to have dominion over the works of his hands; thou hast put all things under his feet.—Psalm 8:6

October 25

A LIEGHTENING—The prophet, be of good comfort, be of good cheer, and peace shall be with you.—2 Cor. 1:3-4

October 27

TO UNDERSTAND—Make me to understand the way of thy precepts: so shall I love thy commandments.—Psalm 119:27

October 28

IT PROFITETH NOTHING—I have loved all my goods to feed the poor, and though I give up body to be burned, and have not charity, it profiteth me nothing.—1 Corinthians 13:2

October 29

SPEAK NO IDLE WORDS—But I say unto you, that every idle word that men shall speak, they shall give account thereof.—Matthew 12:36

October 30

STATE OF THE BLESSED—Thou shalt be no night there; and they need no candle, neither light of the sun: for the Lord God giveth them light: and they shall reign for ever and ever.—Revelation 22:5

Local Bittings

OF LOCAL INTEREST

Readers are requested to send in items for this column not later than 12 o'clock Monday noon preceding day of publication. All local news items are welcomed by the Standard, please 17 or 18

Dray Powell, Premier of the Boys' Parliament of Alberta, was in town Thursday and Friday as the guest of Rev. A. H. Howe.

The Standard will, within the next two weeks issue a new telephone directory card.

Mr. Geo. Smith recently killed, for his meat market, a steer weighing 2220 pounds, raised on his own farm.

Mr. A. T. Linton was in town for several days last week representing the C.C.P.M.A. While here Mr. Linton looked over the Memorial Hall and was very complimentary in his remarks regarding the building.

Miss Jones, of Birmingham, England, spent the weekend as the guest of Mr. and Mrs. W. G. Way. Miss Jones is one of the leaders advocating with Canadians for a one year term, and she is making the best of her time assimilating information, she states that even with a special education there is considerable misapprehension as to Canadian conditions. She was advised that they would have to look after horses after leaving Winnipeg, which was the output of civilization in the North-west. However, she was happy in being able to write back that she was not scared yet. Others in the party visiting Strathmore were Misses Lillian and Mabel, of Calgary, who were on their way to the States.

Mr. C. A. Lythell is at present on a month's visit to the States.

A barn with accommodations for 52 horses is being built at Irrigation Headquarters at Strathmore, to replace the one recently destroyed by fire. Mr. W. Menzies, Calgary, is the contractor.

The pipe line which will supply the skating and curling rink with water this winter was successfully installed last week and Ben Foxworth has achieved his ambition of making water flow up hill. The water leaves the reservoir at a pressure of 75 pounds, and when tested on Saturday threw a two and a half inch stream over the telephone lines. The tops of the higher hills of the country are the efforts they have made during the past two years to provide Strathmore with a first-class ice surface.

Work is proceeding on the fitting up of the curling rink for the winter, which includes installing the ice and putting in windows and ventilation.

Mr. M. S. Harris is the contractor.

Col. Williams, R.C.M.P., at present employed on Mr. A. H. Haines' sheeping rig. While here the Colonel has reversed the story of the farmer who had a number of his girls from Private to Colonel, and next time asked the favor of the employment man not to send him any generals. On the contrary, the Colonel has given himself about the best man on the staff.

We understand that Col. Williams is a regular army man. He was with the army of occupation in Germany up to about a year ago, and at present is on personal leave, taking a real hard work holiday. He is at present engaged in compiling material for a book.

For James Laith, as one time accountant in the Strathmore Branch of the Union Bank, has been promoted to the important position of assistant manager of the Winnipeg office of the Union Bank. As Winnipeg is the headquarters of the Union Bank this is a very important position, and a young man, Jimmy has many friends in Strathmore, who are wishing him success with interest.

Mr. L. G. Boncher, of Strathmore School district, attended the second annual convention of the United Teachers' Association, held on Tuesday of last week.

Preparations are being made for a combined Armistice Day Memorial service to be held in the Memorial Hall on Sunday evening, November 11.

Rev. A. H. Howe, who will conduct the special anniversary services in the Union Church on Sunday, Nov. 11, is a good friend of the people of Strathmore and district, as he was for several years minister of the Presbyterian Church here. Mr. Hattie is at present Minister of the St. Paul's of the Presbyterian Church.

FOX'S STORE, STRATHMORE

Phone 28

It Pays To Pay Cash At Fox's

Phone 29

Strathmore Meat Market

GOOD CARE

and careful handling is given to all the meat's offered in our sanitary

MARKET

We select the best meats—fresh, tender and of excellent quality.

Come in and let us give you a choice cut for tomorrow's dinner.



Cott & Gardner THE CASH BUTCHERS

Store Phone 40.

Residence Phone 20

F. A. Cott.

Residence Phone 10

R. W. Gardner

We have just received a letter from Mrs. J. M. Smith, formerly Mrs. W. J. Brown, Strathmore, who is now living at Camp Lake, B. C. Mrs. Smith writes that she has been very much interested in the history of the town, and is especially interested in the early days of the town. She is at present working in the U.S.A., where she is doing very well, and is very much interested in the history of the town. She is at present working in the U.S.A., where she is doing very well, and is very much interested in the history of the town.

It is intended to have the centennial of the Strathmore plebiscite by taking in the Memorial Hall on the evening of November 11th, with a concert and moving pictures to fill in the time.

The curling club are asking last year's members to signify whether they are coming in this year, as many new applications are being received, and the number who can join will be limited.

Mrs. A. S. Hale was elected president, and Mrs. H. Williams secretary of Strathmore Ladies' Auxiliary G. W. V. A. at a meeting held last week.

Mr. Beveridge, ex-School Inspector, Trochu, has recovered a valise he lost some weeks ago near Rockglen, containing securities to the value of over \$200.00.

Miss W. J. Brown left on Tuesday night for Strathmore, where she accepted a position as the Strathmore branch of the Union Bank, or Canada. Miss Brown has served faithfully at the local branch for the past couple of years. We understand that the vacancy caused here by Miss Brown's transfer will be filled by Miss Alice Carter, one of the local branch of the Home Bank. —Enterprise, Edmonton

The editor of The Golden Call sheep smoothly on the train while passing his home soon on Monday, and woke up in time to get off at Cluny. We always thought Golden carried a superior influence. —Bassano Mail.

Isn't it about time for Strathmore Board of Trade to take hold again and stimulate some movement for the good of the town. For instance, roads. Some roads leading into Strathmore, notably the east road, and the north-east road, are in a deplorable condition, and trade is being diverted that would come here, if the roads were in fair shape. The heavy grain traffic has cut them up badly, and it is hard work for a motor car plugging through the sand. The extension of public utilities is also a point that should be pressed.

Wheat Pool Election

All those Wheat Pool signers who are opposed to U.G.G. influence are invited to vote for **C. A. PHILLIPS, of Carseland,** as delegate to Calgary.

DODGE BROTHERS CLOSED CAR

The Dodge stands alone for service. For the rough work of the country roads it stands up better than any car built, at any price.

When to this is added the unusual degree of riding ease, resulting from the long underslung springs, deeper seats and deeper body length, and the graceful lines of the new models, you have the utmost in car value.

Ask any Dodge owner in your district.
Business Sedan \$2950
Business Coupe \$1730
Touring Car \$1460

Delivered Strathmore, 32 x 4 Cord Tires, Standard equipment on all models.

H. W. B. BELL

Dealer, Strathmore



Churches

School houses and other public buildings can be well lighted at very little cost by **DELCO-LIGHT** lanterns on their rods.

This wonderful electric lighting plant brings the city power plants to your very door. Simple, compact, economical and practically fool-proof. Over 15,000 now in use. Make it a point to see the Delco-Light plant in operation.

H. W. B. BELL

Dealer



Irricana News

A fire of unknown origin set ablaze a stack of oat hay belonging to Mr. E. Hesselevere. Fortunately Mr. Wm. Marshall's threshing crew were close at hand and prevented the fire from spreading to the Hesselevere buildings.

Mr. Carl Garfield paid a visit to Calgary and was accompanied back to Irricana by a brother from Portland, Ore.

Both elevators are plugged, but relief is anticipated shortly. Mr. Neese has employed the services of Arthur Craig as well as Mr. Staine.

A painful accident befell the infant son of Mr. and Mrs. Wm. Dennis on Tuesday. The little chap tried to climb up on a dory loaded with lumber, and was unobserved by the teamster who started up the team while the boy was apparently climbing up the wheel of the dory. Mr. Dennis had the child rushed to the Calgary Hospital, where he is reported to be improving favorably.

Rev. Wayne Smith preached at length to a large congregation on Sabbath afternoon. Mr. Denny Howell, of the Cranberry Ranch, was a business visitor to Calgary.

Mr. Frank Butler, of Strathmore, was the guest of Mr. and Mrs. Miller on Thursday.

Standard News

Born, to Mr. and Mrs. Fred Dinkworth, on October 12th, a son.

Mr. N. W. Thompson left last Friday, via Rockyford for his home in Long Beach, Calif.

Mrs. C. G. Busch, and two sons, Carl and Billy, left for Rochester, Minn., last Tuesday.

Friends will be grieved to hear that Walter Hansen is ill in the General Hospital in Calgary, with a severe attack of asthma.

Mrs. J. A. Nordquist, who was one of Standard's earliest citizens passed away at her home south of town on Wednesday. Mrs. Nordquist had not been in the best of health for several months, but her friends were not aware that her condition was so serious, and the news of her death came as a shock to everyone. She is survived by her husband and six children, three grown up, namely: Pava Hall, Mrs. T. James, and Mrs. Wm. Campbell, and three little ones, Lenora, Arvid, and Lolo. The funeral services were held in the Nordquist hall on Sunday afternoon, and the interment was made in the Standard cemetery. The sympathy of the whole community in which Mrs. Nordquist was so well known goes out to those who are left to mourn the loss of a faithful and loving wife and mother. The beautiful floral offerings indicated somewhat the high esteem in which Mrs. Nordquist was held in the community.

The news of the death of the infant son of Mr. and Mrs. T. E. James at the Medicine Hat hospital was a shock to everyone. Mr. and Mrs. James arrived in Standard Thursday to attend the funeral of the latter's mother, and shortly after her arrival received the sad news. The sympathy of all their friends is extended to Mr. and Mrs. James in their bereavement. A very unfortunate accident occurred in town last Friday when Mr. Pettelansen's horses became frightened and ran away. Mr. Hansen was thrown and knocked unconscious. He was immediately taken to the doctor and it was found that he suffered only a severe shaking up, and will be up and around in a few days.

Frank Ewing and Jack Crundwell have returned from a chicken hunt from Olds district. They returned with a good bag.

Mrs. Fred Carter, of Victoria, B. C., and Miss Elaine Strong, of Calgary, are guests of Mrs. Marce Reynolds over the weekend.

Boquet for James Prohibition. Stout after the morning of the glorious fifth!

As your lot grows easy,
And your burden lighter,
There's a place down yonder,
Where the buttons tighten
Down where the vest begins.

For it is there
Success pins her approbation
On that prosperous
Growing "corporation"
Down where the vest begins.

—SI.



LIQUOR REFERENDUM



NOTICE TO VOTERS

Instructions to Voters as to Method of Marking the Preferential Ballot to be used in the Liquor Referendum in Alberta on Monday, November 5, 1923.

Issued Under the Authority of the Government of Alberta

THE BALLOT

[a] Prohibition - -

Meaning thereby, a continuance and development of the present Liquor Legislation; that is, meaning the Abolition of the Sale of all Liquors excepting for strictly Medicinal, Sacramental, Manufacturing and Scientific Purposes.

[b] Licenced Sale of Beer - -

Meaning thereby, the Sale of Beer in Licensed Hotels and other Premises, as provided in the proposed Temperance Act.

[c] Government Sale of Beer - -

Meaning thereby, the Sale of Beer by or through Government Vendors for consumption in Private Residences under Government Control and Regulation—other Liquors to be sold through Doctor's Prescription for Medicinal Purposes.

[d] Govt. Sale of All Liquors - -

Meaning thereby, the Sale of all Liquors by or through Government Vendors. Beer to be consumed on Licensed Premises and in Private Residences. Wines and Spirits to be purchased in limited quantities under permit issued by the Government, under Government Control and Regulation.

INSTRUCTIONS TO VOTERS

The voters MUST NOT use the X mark. He should mark the figure 1 opposite the question he wishes to become law. He should then mark the figure 2 opposite the question he would select as second choice, the figure 3 opposite his third choice, the figure 4 opposite his fourth choice. He must make no other mark on the ballot. The voter may "plump" for one question alone, using the figure 1, without spoiling his ballot, or he may vote for only two or only three choices.

Voters are urged, however, to vote the full extent of their four choices. There is always the possibility that the question of his first choice will not carry. In that case he should have a second choice and a third choice and a fourth choice. Only by marking the full number of choices does the voter obtain the full benefit of the preferential ballot, and the government obtain a complete expression of the opinion of the people.

Good Advertising Pays Its Own Way

To Advertise Is One Thing--To Advertise
At A Profit Is The Real Objective

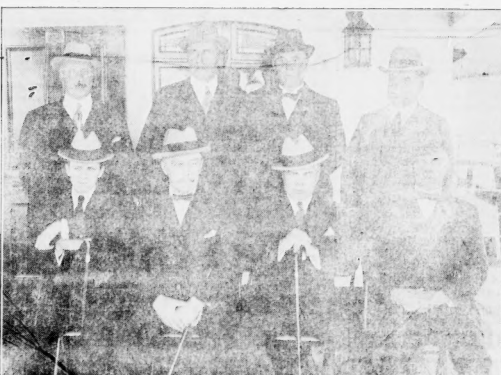
Good and bad seasons are largely a state of mind. The man who is big enough to make his own conditions never has any "bad" seasons. Equalizing business throughout the year is simply a matter of education—education by way of intelligent advertising.

WHO ARE YOUR PROSPECTIVE CUSTOMERS? Mail your sale message DIRECT to them and eliminate waste circulation. Don't wait for that "beaten path to your door," let the Strathmore Standard pave the way.

We are a nation of headline readers; therefore you've got to say what you have to say with a punch. You might hit the bull's-eye with bird shot. You can hit it with a .44. You might reach your customers with general advertising. You WILL with direct advertising in the **STRATHMORE & BOW VALLEY STANDARD.**

SHOP WHERE YOU ARE INVITED TO SHOP

The Strathmore Standard



This photograph shows the presidential party of the Canadian Pacific Railway taken on board the Princess Louise before they sailed for Glasgow, while on their tour of inspection over the company's lines. In the back row, from left to right, are Mr. F. W. Molson, Mr. J. K. L. Ross, Sir Herbert Holt and Mr. W. N. Tilley, K.C. In the front row, left to right, are Vice-President D. C. Coleman, Sir Augustus Nanton, President H. W. Beatty and Captain J. W. Brown.

Prohibition Is Being Enforced

IN PENITENTIARIES,
IN TURKEY, and
IN ASYLUMS,

and in some other places where despotic and arbitrary rule prevails.

If you are prepared to support a system of despotism such as prevails in the places above mentioned, and see your fellow-citizens bullied, entrapped, and suborned by the host of policemen, spies, and informers, which clause "A" calling on the Government for the CONTINUANCE AND DEVELOPMENT of the present liquor legislation, would entail, then

VOTE FOR PROHIBITION

but, if on the contrary, you believe that every citizen should be entitled to "life, liberty, and the pursuit of happiness" so long as he does not infringe on his neighbor's liberty and happiness, then

VOTE THE MODERATION WAY.

As Shown Below

Be Your Brother's Keeper, But Not His Jailor.

(a) PROHIBITION—Meaning thereby a continuance and development of the present liquor legislation; that is, meaning the abolition of the sale of all liquors excepting for strictly medicinal, sacramental, manufacturing and scientific purposes.

(b) LICENSED SALE OF BEER—Meaning thereby the sale of beer in licensed hotels and other premises as provided in the proposed Temperance Act.

(c) GOVERNMENT SALE OF BEER—Meaning thereby the sale of beer by or through government vendors for consumption in private residences under government control and regulation, other liquors to be sold through doctors' prescription for medicinal purposes.

(d) GOVERNMENT SALE OF ALL LIQUORS—Meaning thereby the sale of all liquors by or through government vendors, beer to be consumed on licensed premises and in private residences; wines and spirits to be purchased in limited quantities under permit issued by the government, under governmental control and regulation.

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Order Your COAL Now

Get Quotations for Your Winter Supply or Buy for Present Use.

The Famous Genuine
NEWCASTLE LUMP COAL

\$8.00 at Shed — \$8.50 Delivered

Chas. Keeling

Phone 72

Strathmore

THE PIONEER MEAT MARKET



Beating The H. C. L.

You can assist in beating the high cost of living by coming to me for your supplies of butcher meat, fish, poultry etc.

WE SELL THE BEST FOR LESS.

GEO. SNAITH

Phone 25

Strathmore

A small ad. in the Standard will broadcast your message over the whole of the Western Bow Valley, from the Bow River to the Rosebud. Someone may want to buy just what you have to sell, or have for sale just what you want to buy

THE LABEL

on your paper indicates the date on which your subscription expires. If YOU are in arrears we would appreciate an immediate settlement.

The Wheat Pool

The Wheat Pool is now under way, and will commence taking grain on October 25.

Considering the time at their disposal, the trustees have done well to have the Pool working order at this time, and the initial payment so favorable.

We would urge upon the members of the Pool to exercise their best judgment in the selection of the trustees, which will be made by ballot during the coming month. The success of the pool depends very largely upon the character of the men who compose its executive, and level-headed business men, who are at least as numerous among the farmers as they are in every other profession, are the right men to handle what is essentially a business undertaking.

Several statements that have come from the head office of the pool during the past two months have been of a somewhat conflicting nature. It was probably necessary to conduct the negotiations with a certain amount of publicity, but from now on full publicity should be given. During the period between September 5 and 22, it was stated from the head office that the amount of new contracts being received almost balanced the withdrawals, but the final figures revealed that such was not the case. Officials are usually optimistic, but optimistic, while an admirable quality, will not of itself ensure success, and the members of the pool should demand that in future they be furnished with the fullest information possible, either through the press or by bulletin, or through both.

If the pool is reasonably successful within the next nine months there is no doubt that by next crop season it will control the large majority of the wheat acreage of the province, and Saskatchewan and Manitoba will also come in.

We believe in the Wheat Pool as an application of business methods to the West's greatest industry, and wish it every success.

Thrift With a Purpose

Some of our great financial experts and advisers preach "thrift" as if it were a great virtue in itself. They say "save money and put it in the bank." But they do not go far enough. The great majority of people do not save money unless they have a definite object in view. The boy of a dependent old age does not frighten young folks. It is too far removed from their line of thought. They do not think of such things in a personal way. They are preparing to live — not to die. They want experience. They want to get all there is out of life. Nature made them that way and they will follow Nature in spite of these denunciations of the "Thrift" advocate.

The way to get young people to save, and the same is true of those not so young, is to take advantage of their natural cravings for abundant life and give them something definite for which to save. That is the principle of the \$5.00 Saving Plan of the Ford Motor Company of Canada. Every normal, healthy person wants a car. Mr. Ford started out with the idea that he would make it possible for every person to gratify that desire, and the Canadian Ford Company is doing its part in carrying on the same work.

"Thrift with a purpose" is the basis of the \$5.00 Saving Plan. Save now that you may spend for something real, instead of frittering away the dimes and quarters for things that give no lasting satisfaction.

A Ford means health and enjoyment for the owner and for his family. It means time saved in going to and from work. And it also means better work at the shop or office because of the healthier, broader life in leisure hours. The Ford \$5.00 Saving Plan will help thousands who would otherwise be denied it, to live that fuller life. Any Ford dealer will explain the plan in detail.

It is announced that the Canadian Pacific Railway will increase the rate of its irrigation headwaters at Kindu, in southern Alberta, by 50 per cent in anticipation of an increase in area of irrigated areas in the Lethbridge district. Water will be turned into the ditches of the Lethbridge Northern project, it is expected, some time this fall.

Buffalo stock will be abundant in Canada this fall. A herd of 2,000 surplus Buffalo wandering on the range in the National Park at Watkinsburg will be slaughtered by an Order-in-Council, and the meat and skins sold. For several years the Government has paid special attention to the preservation of the buffalo and the work has been so successful that the National Parks are now overstocked.

Hints To

Correspondents

An exchange gives some pointers, hints as to news suitable for local newspapers which we reproduce. We always will be pleased to receive accounts of the following:—1, marriage, given as fully as possible; 2, birth; 3, death, always give sketch of life; 4, removals; 5, loss by fire or otherwise; 6, land transfers; 7, robberies; 8, unusual frosts or accidents; 9, new or important enterprises; 10, visitors to or from a distance; 11, all township news, in fact, all kinds of news that is of interest; 12, progress of agricultural operations. Don't forget to sign your name, which is not for publication. What not to give:—Jibes, hints or insinuations which only a few can make sense of and which are unkind in their nature; the mere calling of one neighbor on another except for some public purpose. Sunday visiting and though "every lassie has her lad," she does not care to have the public know of every time he calls on her, and the public does not care for it either.

ALL PARTS GUARANTEED

Motorist—"When I bought my car you agreed to supply broken parts for ninety days."

Dealer—"Sure. What do you want?"

Motorist—"One right hand shoulder blade, a left ear and five front teeth."

Geo. Lane, the well-known rancher, owner of the Namaka Farm and various other large properties in the Prairie, figures in a story told by the Vancouver Sun, regarding the Prince of Wales' recent visit to Alberta.

He was going the rounds with the youthful heir apparent the other day, making him acquainted in the prairie district. Lane was conducting Lord Innes in the direction of the mayor of the little town in which they were visiting. Something retarded their progress down the street and Lane turned to his royal neighbor and said: "Come along, son, this is the mayor!"

According to information received by the Canadian Pacific Railway at Winnipeg, sixty-three bushels of wheat to the acre has been harvested on the farm of T. M. Ballantyne, three miles north of Lacombe, Alberta. The wheat graded No. 1 and weighed 61 pounds to the bushel.

Weighing 3,150 pounds, a steer, said to be the largest ever received in Winnipeg, arrived at the union stockyards from Wainwright, Alberta. It was sold for \$250, the highest selling price of any steer in Winnipeg since the war.

The Canadian Pacific S.S. "Bruton," which arrived in Liverpool on September 24th, put up what is considered to be a record in the specific discharge of cargo when she sailed the following day, Sept. 24th, at 10 a.m., having discharged over 2,500 tons of cargo.

A Musical Treat

In connection with the harvest and anniversary services at the Union Church, Monday October 20th, a concert is being arranged by the choir as follows: Anthem, "Hearken Unto Me, My People" (Guthrie); choir: Soprano Solo, Mrs. E. Todd; Piano Solo, "Yellow Butterflies", Florence Garrett and Mrs. E. Boward, M.B.; Anthem, "God is Love", (Shilly); choir: Orchestra, "Festival March" (Zameck); Vocal Duet, Mr. and Mrs. H. Wooster; Anthem, "In Heavenly Love Abiding", (Brown); Vocal Solo, "The Handkerchief" (Stuart) N. D. Robinson; Reading, R. L. Whitney, B.A.; Piano Solo, "Second Muzura" (Godard); Mrs. E. Boward, M.B.; Anthem, "Oh, Be Joyful In the Lord" (Nevin), choir; Saxophone Solo, "Elegie", N. D. Robinson; Orchestra, "Pavane Heart" (Zameck); Vocal Solo, "Invincible" (Hahn) C. A. Lydiate; Anthem, "O, All Ye Works of the Lord" (Stuart) choir.

The latter two anthems will also be sung at the anniversary services on Sunday, October 25.

There was a young lady named Astor; Whose clothes fitted her like a plaster; When she happened to sneeze, And she felt a cool breeze, And she said she had met with disaster. —"Hello," London

Ford

Take Advantage of These Ford Closed Car Prices

The announced change in the price of the Ford Sedan to \$685 and the Coupe to \$595 —\$100 in each case below the former list price—has brought an unexpected volume of sales.

In view of the limited number we have allotted to us we are forced to book orders strictly in rotation and to deliver them accordingly.

Take advantage of these prices now. We will not be able to get more than this number of these cars when our allotment is sold.

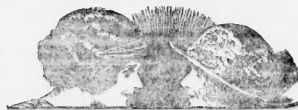
When the present manufacturing schedule is ended the Ford factory will go into production on the new Four-door Sedan and an entirely redesigned Coupe at a considerable advance in prices.

It will be necessary for you to give us your order immediately if you expect to get a Ford closed car of the present type and at these prices.

W. C. BROWN
STRATHMORE, ALTA.

FORD MOTOR CO. OF CANADA, LIMITED, FORD, ONTARIO

WOMEN TALK



ABOUT the values they are offered through the newspapers. Are YOU giving them something to talk about?

